



CONTACT DETAILS:

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SOFTWARE:

Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Adobe XD
Adobe Premier Pro
iMovie
Sketch
Invision
Hubspot
Webflow
Wix
Google Docs, Slides, Sheets
Solidworks CAD
Sketch Up CAD
Rhino CAD
Autodesk Showcase Visuals
Keyshot Visualisation

Richard Watters Curriculum Vitae

DIGITAL DESIGNER

PERSONAL SUMMARY:

A meticulous senior designer based in London with over 10 years of design experience and a diverse set of skills in digital, graphic and industrial design. Receptive to emerging trends and technologies that keep my work fresh and exciting. A great eye for understanding user and client needs to shape and simplify the user experience.

WORK EXPERIENCE:

Raine & Co. Henley-on-Thames, England.

Digital Designer

April 2020-June 2020

Rebranded a Chartered Surveyors firm. Produced new Logo, colour palette and style guide. Built website, online presence (SEO) and stationary.

9ine Consulting, London, England.

Digital Designer

October 2018-January 2020

Single-handedly created and implemented inhouse rebrand of the company for all touch points including; websites, emails, blogs, social media, webinars, presentations, conferences & events, promo gifts, video's, infographics, research documents, instructional posters. Produced and realised Digital Marketing Strategy. Organised and generated visual content for all platforms using design and CSS coding. Helped manage UX/UI Web App team in India. Used Linkedin advertising campaigns to help drive Website submissions.

Shopstyle.co.uk, London, England.

Digital Designer

July '18

Engaged closely with the eCommerce client to create digital assets for emails, website, social channels, and created a whole suite of digital display ads, using Photoshop and Adobe XD. Producing user friendly, responsive and dynamic designs while remaining on brand for both the client and the clients vast array of retailers.

Narrative Studio, London, England.

Designer

Feb - June '18

In a small team of 4-people, I collaborated and led on the re-design of Interior Retail Stores for a new luxury, contemporary furniture & textile brand in China called **L Living**. Designed and modelled custom modular fixtures to be used across all future retail stores. I established enhanced store flows, room layouts and adaptable and modular Service Hubs. I project managed the manufacturing of the new fixtures I had created.

SKILLS:

Digital Design
Branding
Graphic Design
UI / UX Design
Website Design
Logo Design
Video Editing
Basic HTML/CSS Coding
Search Engine Optimisation
Digital Marketing Strategy
Industrial Design
Interior Design
Furniture Design
Packaging Design
Colour, Material & Finish
Infographics
Sketching
Trend Research
Model Making
Concept Generation
Photography Re-touching
Colour Matching
Specification for Manufacture

AWARDS:

Royal Society of Arts. **2012**
Competition Winner

For a 'Re-design of the National Rail Train Ticket', resulting in an RSA Fellowship.

PriestmanGoode, London, England.

Designer

2014-Oct. '17

Devised and crafted luxury travel experiences for high-end global clients. I was chosen as the sole designer for **Boeing** on a big future based concept aimed at the emerging Asian market. Ideas were analysed internally & externally for cost, feasibility, passenger satisfaction and future thinking. Designed the interiors and layouts of cabins on **Royal Caribbean** cruise ships. Worked on an entire overhauling re-brand of **Hainan Airlines** including logo graphics, cabin, ground services & aircraft supplies. Visualised interiors of **Arrival's** electric vehicles - from sketch to full CAD. My work on **United** Polaris won '**Best Business Class Lounge in the World 2019**' (Skytrax World Airline Awards). Trained interns and junior designers on process and design software skills. Created and delivered a talk on transport design to 200 people at the **Royal Society of Arts** Engage Event.

PriestmanGoode, London, England.

Junior Designer

2012-14

Worked on a complete 3 stage brand overhaul of **United Airlines** including; onboard, ground services, wayfinding and GUI. Sketched and visualised over 100 wine cooler concepts for **Haier**. Interior design of **Turkish Airlines** offices and **Ellsworth Hotel** lobbies and cafes. Sole designer on complete overhaul of **South African Airways** tableware. UI and UX wireframes for **TAM Airlines** In-Flight Entertainment system. Often work also included accurately modelling full-size product prototypes out of foam board, creating colour, material & finish boards and patterns for fabrics and foils.

Selfridges, London, England.

Visual Design Intern

Summer 2010 & Summer 2011

Designed furniture & graphics for a variety of events around the store. Artworked and applied detailed vinyl graphics. Helped design and build displays for events and pop-ups around the store.

EDUCATION:

Northumbria University.

2008-2012

Newcastle Upon Tyne.

BA Hons. Design For Industry.

I was privileged to work alongside small design consultancies and large multinational companies such as **Philips, Unilever, Trunki, Black & Blum, SeymourPowell** etc. Participated in an International **RSA** design competition in which I redesigned the National rail Train ticket and won **First Prize** - resulting in a work placement at PriestmanGoode.

Longsands College.

2001-2008

St. Neots, Cambridgeshire.

Achieved A-Levels in Economics, Sociology, Art and Design, AS in History. Achieved 10 G.C.S.E's.

VOLUNTARY WORK:

South London Korfbal Club
London, England.

Member on Committee of 4 serving the needs of a sports club of 60 members.

2018-2020

Refugee Community Kitchen,
Calais, France.

Preparing and distributing food to feed 2000 refugees every evening.

July 2018

Goodgym,
London, England

A community of runners that combines getting fit with doing good in the local area.

2016 - 2018